

**SYSTEM AND METHOD OF SIMULTANEOUSLY EXECUTING POP E-MAILING AND  
CHATting, AND GOODS PUBLICITY SYSTEM AND METHOD THEREBY IN  
INTERNET SHOPPING MALL**

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**BACKGROUND OF THE INVENTION**

This invention relates to a system and a method of  
simultaneously executing POP(Post Office Protocol)e-  
mailing(hereinafter, "e-mailing") and chatting, more  
10 particularly, to goods publicity system and method using the  
method of simultaneously executing e-mailing and chatting on an  
Internet shopping mall.

In general, e-mailing and chatting is executed by using  
wire or wireless network systems thereby the communication  
15 between a sender and a receiver is realized. However, there are  
different operation modes between e-mailing and chatting, one is  
similar to a letter and the other is similar to a telephone.

More concretely, conventional e-mail send-receive systems  
such as AOL, ICQ, and so on., are executed by a send-receive  
20 operation with only addresses of the sender and the receiver on  
a header in an e-mail without any special information, and then  
for chatting, both of the sender and the receiver have to  
participate in a separated chat group.

Due to the above reason, it is difficult to execute e-mailing and chatting at the same time, so parts of e-mailing and chatting have been limited on the Internet shopping mall.

In other words, in the conventional operation type of the shopping mall, a person holding an administrative position(hereinafter, "host") response to e-mail inquiry by a customer(hereinafter, "user") using only e-mail when the user surfing the Internet shopping mall want an information of goods.

However, in the above operation type, in view of the user, it needs a many time to get the information of goods, and the user may quit a purchase of goods when the communication with the host is executed unsuitably by using only e-mail, and further in view of the host, the response of goods may be checked through a questionnaire after executing e-mailing by the host.

#### SUMMARY OF THE INVENTION

It is an object of the present invention to provide a system and a method of simultaneously executing post office protocol e-mailing and chatting at the same time between the sender and the receiver.

It is another object of the present invention to provide

goods publicity system and method using the method of  
simultaneously executing e-mailing and chatting at the same time  
between the host and the user on the Internet shopping mall  
thereby shortening the time to get the information of goods and  
5 executing the communication between the host and the user  
without a hitch.

In order to achieve the above-mentioned objects, the  
inventive simultaneously executing e-mailing and chatting  
system includes a pair of web browsers of the sender and the  
10 receiver, Internet contacting units for connecting to the web  
browsers, an e-mail server for sending-receiving of e-mail  
between the sender and the receiver, and a chatting-mailing  
server(hereinafter, "CHmail server") for simultaneously  
executing e-mailing and chatting between the sender and the  
15 receiver.

#### BRIEF DESCRIPTION OF THE DRAWINGS

The accompanying drawings, which are included to provide a  
20 further understanding of the invention and are incorporated in  
and constitute a part of this specification, illustrate  
embodiments of the invention and together with the description  
serve to explain the principles of the invention.

In the drawings:

FIG. 1 is a flow chart showing a method of simultaneously executing e-mailing and chatting according to the present invention.

5 FIG. 2 is a block diagram showing a goods publicity system according to the present invention.

FIG. 3 is a flow chart showing a goods publicity method according to the present invention.

10 **DETAILED DESCRIPTION OF THE INVENTION**

Reference will now be made in detail to the preferred embodiment of the present invention, example of which is illustrated in the accompanying drawings.

15 A CHmail program executing chatting-mailing at the same time according to the present invention performs operations as follows,

- sending-receiving the e-mail, and
- inserting further elements for distinction of the sender

20 and the receiver into the header of the e-mail.

For reference, the CHmail program have been registered as improved program on December 4, 2000 in Korea by the applicant.

On the header of the e-mail, a log-in ID of the CHmail

server, an IP address/host name of a computer of the e-mail sender, and a port number are included, and then the CHmail server comprises a first database in which a table having the log-in ID, and the IP address/host name are stored and a second  
5 database in which another table having the port number, the log-in ID are stored.

FIG. 1 is a flow chart showing a method of simultaneously executing e-mailing and chatting according to the present invention.

10 Referring to FIG.1, the method of simultaneously executing e-mailing and chatting according to the present invention comprises the steps of framing e-mail after turning on the CHmail program(S101), endowing a port number by the CHmail server(S103), sending the e-mail to the receiver(S105),  
15 attempting a chat to the sender by the e-mail receiver(S107), confirming a response of the chat receiver(S109), and chatting between the e-mail sender and the receiver using chat client programs in each computer of them(S111).

When there is no response of the chat receiver(the e-mail  
20 sender) for a chat attempt by the chat sender, the above-captioned method further comprises the steps of confirming on/off status of the computer of the chat receiver(S113), successively attempting chatting when the computer of the chat

receiver is an "on status"(S115), and automatically alarming the chat attempt to the chat receiver through the CHmail server when the computer of the chat receiver is an "off status"(S117).

On the other hand, in the above chatting-to-mailing process 5 according to the present invention, it is possible to execute mailing-to-mailing process.

Hereinafter, a detailed description in the above-identified steps will be explained.

Firstly, the e-mail sender and the e-mail receiver register 10 each log-in ID through the CHmail server and download the CHmail program from an Internet site on which the CHmail program is provided. Further, the e-mail sender drive the CHmail program thereby forming the first database by automatically registering the log-in ID and the IP address/host name through the CHmail 15 server. At this time, the IP address/host name of the log-in ID is automatically updated at the CHmail server when the CHmail program is driven. Namely, if the IP address/host name of the log-in ID is changed, the IP address/host name of the first database of the CHmail server is updated. As a result, the first 20 database have the IP address/host name used in the most recent log-in ID.

Secondly, the e-mail sender get the port number to drive the chat server program by inputting the log-in ID to the CHmail

server thereby forming the second database of the CHmail server. As a result, the IP address/host name used in the most recent log-in ID of the other party is recognized by only the port number.

5 Thirdly, the e-mail sender sends the e-mail having the header on which the log-in ID, the port number, and the IP address/host name are provided. After that, the e-mail receiver push the chat button if he want to chat with the e-mail sender. At this time, the CHmail program starts the the chat server  
10 program corresponding to the port number by sending the log-in ID and the port number in the header of the e-mail to the CHmail server, and then the CHmail program automatically display the chat clients program onto the computers of the e-mail sender and receiver.

15 While, if the e-mail sender is not in the actual spot, the CHmail server informs the chat attempt to the e-mail sender using such as an alarm onto the computer when the chat clients program is automatically displayed.

Furthermore, so as to reduce an interference of the CHmail  
20 server, if the IP address/host name is an accessible address by searching the first and second databases at the same time, the chat server program is started by the computer of the e-mail sender, and then the chat clients programs of the e-mail sender

and receiver are displayed on the computers at the same time. In this case, it is possible to reduce the interference of the CHmail server because of removing of calling the chat server program on the CHmail server.

5 Referring the foregoing, a function of the CHmail server is divided into sub functions of, granting the port number, giving the most recent IP address/host name used in the log-in ID, starting the chat server program appropriating to the granted port number on the CHmail server or the computer of the e-mail  
10 sender, and displaying the chat clients programs on the computers of the e-mail sender and receiver at the same time.

By the above embodiment, the communication between the e-mail sender and receiver is executed only on the personal computer, another communication using a voice or a picture may  
15 be used in other embodiments in accordance with the present invention.

On the other hand, if the e-mail sender sent the e-mail to a receiver of C.C.(carbon copy) as well as the e-mail receiver, it is possible that the communication between the e-mail sender  
20 and receiver is executed together with the receiver of C.C. at the same time.

Hereinafter, goods publicity system and method using the method of simultaneously executing e-mailing and chatting at the



same time between the host and the user Internet shopping mall according to the present invention will be explained in detail.

Goods publicity system using simultaneously executing e-mailing and chatting at the same time between the host and the  
5 user according to the present invention comprises:

web browsers of the user and the host;

Internet contacting units for connecting the web browsers of the user and the host;

at least one web server connected to the web browsers of  
10 the user and the host for communicating between the user and the host;

a CHmail server for e-mailing and/or chatting between the user and the host;

a first database including a table having the log-in ID and  
15 the most recent IP address/host name;

a second database including a table having the port number, the log-in ID of CHmail server;

a member database having an information of the user;

an advertisement database having a plurality of  
20 advertisement information; and

a network protective system.

Goods publicity method using simultaneously executing e-mailing and chatting at the same time between the host and the

user according to the above system comprises the steps of:  
contacting to an Internet shopping mall by the user;  
confirming the user whether he is shopping mall member or  
not;

5        registering the user as the member if he is not the member;  
         sending the e-mail to the host using a program  
simultaneously executing e-mailing and chatting at the same time  
after selecting goods;

         attempting chatting with the user by the host received the  
10 e-mail using the program;

         confirming a response of the user; and  
         chatting between the user and the host using the chat  
client program in each computer of them.

         When there is no response of the user for a chat attempt by  
15 the host, the above-captioned method further comprises the steps  
of:

         confirming on/off status of the computer of the user;  
         successively attempting chatting when the computer of the user  
is an "on status"; and

20        automatically alarming the chat attempt to the user when  
the computer of the user is an "off status".

         At this time, it is assumed that the user and the host are  
using the program simultaneously executing e-mailing and

chatting at the same time according to the present invention.

Furthermore, it is possible to change parts of the user and the host from each other, namely in the above step S207, the e-mail may be sent by the host using a program simultaneously

5 executing e-mailing and chatting at the same time to the user for goods publicity. In this case, the user may attempt the chat with the host, and except for this point, the communication between the user and the host is executed under the same type of the above-identified steps.

10 FIG. 2 is a block diagram showing goods publicity system according to the present invention.

Referring to FIG.2, goods publicity system according to the present invention comprises web browsers of the user and the host 10, 20, an Internet contacting units 30 for contacting the  
15 web browsers of the user and the host 10, 20, at least one web server 40 connected to the web browsers of the user and the host 10, 20 for communicating between the user and the host, a CHmail server 50 for e-mailing and/or chatting between the user and the host, a first database 60 including a table having the log-in  
20 ID, and the most recent IP address/host name, a second database 70 including a table having the port number, the log-in ID of CHmail server, a member database 80 having an information of the user, an advertisement database 90 having a plurality of

advertisement information, and a network protective system 100.

The web browsers 10, 20 display any data such as an advertisement on the computers of the user and the host.

The Internet contacting units 30 is a control mean  
5 including on-line means such as a modem, and a dedicated line,  
or wireless means such as a mobile telephone, a notebook  
computer, and a PDA(Personal Digital Assistants).

The web server 40 identifies whether the user is member  
through an user information from the member database 80 in case  
10 of inputting an user discernment information by the user and  
transmits an advertisement data from the advertisement database  
90 to the web browsers 10.

The CHmail server 50 grants the port number and gives the  
most recent IP address/host name used in the log-in ID and  
15 starts the chat server program appropriating to the granted port  
number on the CHmail server or the computer of the e-mail  
sender(the user or the host) and displays the chat clients  
programs on the computers of the user and host at the same time.

The first database 60 includes a table having the log-in  
20 ID, and the most recent IP address/host name, the second  
database 70 includes a table having the port number, the log-in  
ID of CHmail server,

The member database 80 has the user information and an use

particular to the Internet shopping mall.

The advertisement database 90 has a plurality of advertisements provided by a plurality of member companies and supports displaying of the advertisement data onto the personal 5 computer of the user.

The network protective system 100 prevents an inner system from an outer trouble and prevents the user information from the information drain.

FIG. 3 is a flow chart showing goods publicity method 10 according to the present invention.

Goods publicity method according to the inventive system will be explained in detail hereinafter.

Referring to FIG.3, firstly, the user contacts to the Internet shopping mall through the web server 40 after 15 contacting to the Internet by using the Internet contacting units 30 including on-line means such as the modem, and the dedicated line, or wireless means such as the mobile telephone, the notebook computer, and the PDA(S201). After that, the user goes through an identification whether he is shopping mall 20 member or not(S203), if he is not the member, the user have to become a member(S205).

Secondly, the user as the member sends the e-mail to the host of the Internet shopping mall after selecting goods(S207),

and then the host attempts to chat with the user(S209) and chats with the user after confirming a response of the user(S211, S213). If there is no response of the user for a chat attempt by the host, the host confirms that the computer of the user is on 5 status or off status(S215). After that, the host successively attempts to chat if the computer of the user is an "on status"(S217), or the host have let make to alarm the computer of the user automatically alarming if the computer of the user is an "off status"(S219).

10 Of course, it is possible to change parts of the user and the host from each other, namely, chatting attempt may be executed by the user to get goods information.

In accordance with the present invention, it is possible to hold any information by simultaneously executing e-mailing and 15 chatting at the same time between the e-mail sender and the e-mail receiver.

In addition, according to the inventive goods publicity system and method, it is possible to shorten the time to get the information of goods and get a correct information of goods and 20 execute the communication between the host and the user without a hitch.

Other embodiments of the invention will be apparent to those skilled in the art from consideration of the specification

and practice of the invention disclosed herein.

It is intended that the specification and examples be considered as exemplary only, with the true scope and spirit of the invention being indicated by the following claims and their 5 equivalents.

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